

August 25, 2004

MEMORANDUM FOR: AIS Observers

FROM: David C. Potter  
Branch Chief, FSB

SUBJECT: New Outreach Materials

You have all received several copies of observer program outreach materials. The mailing you recently received included copies of the following: a booklet called "The Northeast Fisheries Observer Program, An Introduction"; and 4 types of brochures "A Guide for Fishermen", "A Quick Reference Guide for the Scallop Fishing Industry", "A Quick Reference Guide for the Gillnet Fishing Industry", and "A Quick Reference Guide for the Trawl Fishing Industry". The brochures contain most of the same information but will either make general or gear-specific references explaining the program. The "introduction" booklet provides more detailed information about the observer program.

You have been sent these materials to distribute them as you'd like to vessel operators and owners. It is important to provide fishermen with details about the observer program and the contact information in case they would like to know more or provide some direct feedback. Please pass them out as you'd like and contact me if you need more copies.

The materials have been distributed at various fisheries meetings, including Mid-Atlantic and Northeast Fisheries Management Council meetings. If you have any suggestions of meetings going on where I could send this information to, please let me know.

We have recently added a three-minute video about the observer program on our website at:

<http://www.nefsc.noaa.gov/femad/fsb/>

It is under "What's New". It requires Quicktime which can be downloaded for free from the site.

We have built an information booth (a kiosk) for the observer program that stands 10 feet wide by 8 feet high. The attractive display is easily transported to shows.

We displayed it at the bycatch workshop, "Bycatch in Northeast Fisheries: Moving Forward" in Wakefield, Massachusetts. Our next event will be at the "Working Waterfront Festival" in New Bedford, Massachusetts. That festival is "celebrating commercial fishing, America's oldest industry" from September 24<sup>th</sup> - 26<sup>th</sup>, 2004. For more information about the festival, visit:

<http://www.workingwaterfrontfestival.org/about/>

The next event will be at the "Fish Expo WorkBoat Atlantic", September 30<sup>th</sup> - October 3<sup>rd</sup>, 2004, in Providence, Rhode Island. For information about that expo, visit:

<http://www.fishexpoatlantic.com/exlist.asp>

Anyone is welcome to come and volunteer some time at the kiosk. If you do attend the shows, please stop by.

If you would like more information or details, please contact Amy Van Atten at 508-495-2266 or [Amy.Van.Atten@noaa.gov](mailto:Amy.Van.Atten@noaa.gov).

Thank you.